

MARLCNA
Mid-Atlantic Regional Learning
Conference of NA
GUIDELINES

APPROVED 2018

MARLCNA

Mid-Atlantic Regional Learning Conference of NA Guidelines

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Purpose

The conference is a multi-day event whose primary purpose is to bring NA members together to share their experiences in service and recovery and to promote unity. The conference provides service workshops related to the *Conference Agenda Report*, current world service issues, subcommittees issues at each level of service, step, tradition, and concept workshops, and topic meetings.

MARLCNA Subcommittee

The conference is a tremendous responsibility which requires significant planning, dedication and effort. The conference can be complex and overpowering in its endeavors, therefore effort should be made to select key people who have had prior conference experience. The planning of a conference requires the combined efforts of many people. These people work as a committee which is made up of elected representatives from our region sponsoring the conference. The committee is organized as a subcommittee of the **Mid-Atlantic Regional Service Committee (MARSC)** and is a standing committee. This is done to ensure continuity of effort. Although some members change from year to year, enough experienced conference planners usually remain to ensure an effective planning process.

REGIONAL DUTIES/RESPONSIBILITIES:

1. MSC Chair - Oversees and is accountable for all financial aspects of the conference.
2. MSC Chair - Identifies possible sites for the conference and presents proposals to the MARSC for consideration.
3. MSC Chair - Negotiates all hotel contracts.
4. Regional insurance liaison - Obtains necessary insurance for all conference events and facilities.
5. MSC Chair is responsible to sponsor an organizational meeting to elect members of the MSC. The flyer announcing the organizational meeting should note the date and location of the conference and be provided to all areas in the region.
6. MSC Chair will provide the MARLCNA guidelines and other pertinent conference information to the subcommittees.
7. MSC Chair is responsible to provide the schedule of the MSC meetings once approved, to all the areas in the region.
8. Regional Treasurer - Delivers seed money to the MARLCNA Treasurer.
9. MSC Chair - Gathers hotel room occupancy and food and beverage usage statistics.

10. MSC Chair -Reviews convenference contracts to determine if there are any changes to subsequent contracts.
11. MSC Chair - Creates initial convenference financial summary for the MARSC.
12. MSC Chair - Stores any remaining merchandise until the MARSC decides how to deplete the inventory.
13. MSC Chair - Holds Master CD's, MP3, or other digital storage devices from convenference for distribution within the region.
14. Regional Treasurer - Is responsible for the timely preparation and filing of all appropriate tax documents and hires all professionals needed to do the job.
15. MSC Vice Chair - Reviews and updates the Mid-Atlantic Regional Learning Convenference of NA Guidelines as necessary, following current regional policy.

MARLCNA MSC EXECUTIVE COMMITTEE

The executive committee carries out (executes) the conscience of the MSC. It functions as the administrative committee of the convenference, and offers support and extra help to subcommittees which may be in need. However, it is not necessary for the executive committee to involve itself directly in the specific workings of each subcommittee. The members of the executive committee discuss the performance of subcommittees as well as the convenference budget and other matters which affect the convenference. The results of these discussions are included in reports at MSC meeting. In the event that a decision needs to be made immediately, the executive committee may be called upon to make decisions based on the conscience of the MSC as they understand it.

DUTIES OF THE MSC EXECUTIVE COMMITTEE:

Chairperson: Suggested five years clean time, is a responsible, productive member of society, and has administrative abilities.

1. Chairs the MSC meeting, as well as the convenference.
2. Keeps activities within the principles of the Twelve Traditions, Twelve Concepts and in accord with the purpose of the convenference.
3. Follows Robert's Rules of Order for all committee meetings.
4. Prepares the agenda for MSC meetings.
5. Proof reads the minutes before they are mailed to MSC members.
6. Organizes subcommittees and delegates major tasks to specific subcommittees. Stays informed of the activities of each subcommittee and provides help when needed.

7. Allows the subcommittees to do their jobs while providing guidance and support. Subcommittees should be given trust and encouragement to use their own judgement.
8. Prevents important questions from being decided prematurely, in order to foster understanding by the full MSC prior to action.
9. Helps resolve personality conflicts.
10. Monitors the fund flow and overall conference costs, and helps organize the subcommittee budgets.
11. Ensures that all contracts signed by the committee are available for reference during the conference.
12. Votes only to break a tie.
13. Is a member of the budget/reconciliation subcommittee.
14. Oversees and is accountable for all financial aspects of the conference.
15. Identifies possible sites for the conference and presents proposals to the MARSC for consideration.
16. Negotiates all hotel contracts.
17. Gathers hotel room occupancy and food and beverage usage statistics.
18. Reviews conference contracts to determine if there are any changes to subsequent contracts.
19. Creates initial conference financial summary for the MARSC.
20. Stores any remaining merchandise until the MARSC decides how to deplete the inventory.
21. Holds Master CD's, MP3, or any other form of digital storage from conference for distribution within the region.

Vice Chairperson: Suggested five years clean time, is personable and familiar with all committee members in order to serve as a liaison between the subcommittees and the MSC.

1. Acts as chairperson if the chairperson is unavailable.
2. Coordinates subcommittee meetings, in order to ensure that they get the necessary support to do a good job.
3. Works closely with the chairperson to help delegate responsibilities to each subcommittee.
4. Is a member of the MARLCNA budget/reconciliation subcommittee.

5. Attends regional meetings

6. Reviews and updates the Mid-Atlantic Regional Learning Conference of NA Guidelines as necessary, following current regional policy.

Secretary: Suggested two years clean time, has service experience and good typing skills to ensure that accurate minutes are distributed to the committee members.

1. Keeps minutes of all MSC meetings and subcommittee reports.

2. Mails/emails minutes to members after approval by the executive committee chairperson. Minutes are mailed/emailed within ten days after the committee meeting. An agenda for the next meeting can be attached to the minutes if it will help the committee function.

3. Maintains a list of names, addresses, and phone numbers of committee members for committee use.

4. Keeps extra sets of minutes, updated after each committee meeting for members who request a complete set.

5. Mails/emails a copy of each meeting minutes to the regional secretary for inclusion in MARSC minutes.

6. Elected at organizational meeting.

Vice Secretary: Suggested two years clean time, will fill in as secretary in absence of secretary and will share in duties of the secretary.

1. Elected at organizational meeting

Treasurer: Suggested five years clean time, is a responsible and productive member of society, has accounting skills and has service experience with conference or other large scale fellowship activities and has accessibility to other committee members, especially the registration subcommittee.

1. Changes signatures of signers on the bank account and informs bank of new PO Box number. The signatures required for the account are any two of the following officers: the chairperson, vice chairperson, treasurer, and vice treasurer. The cards and account information are filled out at the MSC meeting.

2. Is a member of the budget/reconciliation subcommittee.

3. Works with the committee to follow the budget which was developed by the budget/reconciliation subcommittee and reviewed and adopted by the MSC for the conference.

4. Writes all appropriate checks and is responsible for collecting receipts from subcommittees for money paid out.

5. Responsible for reporting and transporting all money collected during planning process, including revenues from registration, banquet tickets, etc., and advises the chairperson on cash supply, income flow and rate of expenditures.

6. Accountable for funds collected and deposited during the conference.

7. The treasurer will handle bounced/stop payment checks with the following procedure:

- A courtesy phone call before the check is resubmitted (as per bank policy).
- A bill sent listing money owed for services or merchandise purchased (bill sent each month from time debt is incurred for a maximum of three (3) months).
- If no payment has been received by mid-November (3 months prior to the next conference), the following letter will be sent:

Dear _____,

With MARLCNA (roman numeral) fast approaching we write this letter to encourage your participation. However, because we have not received payment for last year's debt, we ask that you pay for all purchases this year with cash or money orders only.

Thank you for your attention to our request.

In loving service,

8. Quarterly and closing treasurer's report will be submitted at Regional meetings.

9. Coordinates with the Serenity Keepers Chair and Vice-chair to devise a plan for the collection, transportation and basic security of monies.

10. Submits monthly opening and closing treasurer reports at the MSC meetings.

Vice treasurer: Suggested five years clean time. The vice treasurer will fill in as treasurer in the absence of and will share the responsibilities of the treasurer. Shares in responsibility for collecting and depositing funds during the conference and is a member of the MSC budget/reconciliation subcommittee.

MARLCNA SUBCOMMITTEE GUIDELINES:

All subcommittee chairpersons and vice chairpersons are elected by members of the region at the organizational meeting. Specific service or vocational experience should be considered prior to election. It should be clearly understood that the subcommittee have specific service responsibilities to perform.

Subcommittees are vital to the conference and individuals should expect to be replaced if they are unable to serve for any reason or miss 2 consecutive meetings without prior notice. Naturally, relapse necessitates replacement; this is because we are as concerned for the member as we are the service responsibility. Each subcommittee has a chairperson and a vice chairperson who recruit

committee members. A list of committees is provided in these guidelines, although other committees may be established if needed. Experience has shown, however, that most other responsibilities can be incorporated within the framework provided.

Subcommittee meetings operate according to Robert's Rules of Order. This ensures that the meetings run smoothly and that business is conducted in an orderly fashion. Each subcommittee chairperson should be aware of what responsibility each member has assumed, and make sure that every task assigned prior to the conference is carried out during the event. Chairpersons of the subcommittee should make themselves available to serve in a variety of ways during event.

Subcommittees maintain accurate records of the activities of the committee as well as all correspondence. Financial reports, including needs, expenditures, and receipts are included with each subcommittee report. The subcommittees of MSC work together.

BUDGET/RECONCILIATION:

The purpose of the budget subcommittee is to ensure the conference's success by providing prudent financial planning, with clear financial parameters to complete tasks and stay within budget guidelines. The purpose of the reconciliation subcommittee is to reconcile the registration and merchandise sales against money collected, ensuring accountability to the region and assisting the Regional Treasurer.

The budget subcommittee will meet each year prior to the organizational meeting. The reconciliation committee will meet after the final conference meeting, held two weeks after the event and before the March regional meeting. Both the budget and the reconciliation meetings will be attended by the MSC chair, vice chair, treasurer and vice treasurer, regional treasurer and regional vice treasurer.

The importance of making a budget for the conference and subcommittees needs to be emphasized. Most of the subcommittees, with the exception of the hotels and hospitality committee, should adhere to their approved budget fairly closely throughout the planning period.

The reconciliation subcommittee reviews all expenditures and income, then creates a financial summary of each conference for the MARSC. The budget subcommittee reviews these past statistics and develops an initial budget. The initial budget should be presented to the MSC for review and input at the first meeting after their election. The budget should be approved no more than 60 days after presentation to the MSC committee to allow members input into the budget process. No expenditures by the committee other than rent and storage of minutes are authorized prior to approval of a budget.

STRUCTURE OF BUDGETS:

1. Budgets can be updated during the planning process:

line 1 - original budget

line 2 - updated budget

line 3 - final expenses/income

2. Budgets should be set by using past statistics to project expected attendance and normal expenditures.
3. Projected expenditures should be adjusted each year to account for rise in the cost of living and inflation
4. It is advisable to be conservative when projecting income and liberal in projecting expenditure. This will best ensure that we don't end up in a deficit.
5. Profit should never be a consideration, however, net proceeds should be handled by following current regional policy.
6. The executive committee budget should always include a prudent emergency discretionary fund of \$2000.00 to provide for any unforeseen circumstances.
7. All income from merchandise must be used for primary purpose packages, and to underwrite the cost associated with packages for main speakers and world servant attendances.
8. A start up fund should follow current regional policy.

The executive committee budget includes meeting rental, bank charges, printing/copying costs, supplies, PO Box, miscellaneous and \$2000.00 in the emergency discretionary fund. As we grow, budget consideration should be given to hiring local law enforcement for traffic control, if necessary. Often times the hotel/facilities contract include complimentary rooms/suites, which should be used within the parameters set forth by these guidelines. If more than the comped rooms are needed, then the rooms must be purchased outright by the executive committee.

Before the hotels and hospitality budget can be set, attendance figures must be projected. This is the most difficult area to budget because we can never really be sure of attendance until a few weeks prior to the conference. A reasonable projection of participation is a figure between 40% and 60% above the pre-registrations, depending on the efficiency of fellowship communications. With regard to banquet tickets, prudence and caution should be used when estimating the number of tickets because this is one important area where a committee can fall into the red. The hotels and hospitality budget also includes fruit, games, coffee, and miscellaneous.

There are several things to consider as the merchandising subcommittee budget is prepared.

First, a ratio of conference participants to items purchased should be no greater than 1.0. For example, if the estimated number of conference participants is 1,200, then the TOTAL number of items purchased for sale should be 1,200 i.e. (1200/1200=1.0.)

Second, sale prices should be set so that a net proceed will be realized to pay for the primary purpose packages. For example, the merchandise committee is given a budget of \$10,000.00 to purchase items for sale and for supplies. They are asked to return at least \$15,000.00 following the sale of all merchandise, (for a net proceed of \$5000.00). That \$5,000.00 amount is then used by the host committee to determine how many primary purpose packages can be given away. The merchandise budget also includes, bags, cash register rental, and miscellaneous.]

The registration subcommittee budget includes printing of the registration flyers (usually 15,000), envelopes for package items, mailing of flyers to regions and mailing of confirmation letters, supplies, postage, ID badges/one souvenir item, pens, cash register rental, and miscellaneous.

The program subcommittee budget includes printing of the program, world servants' travel, speaker travel, Conference Agenda Reports, literature (books for the banquet "swap" and for newcomers), mugs (for the "swap"), entertainment, deaf interpreter, audio/visual needs, packages for world servants, speakers, and miscellaneous.

The accepted policy for expenses associated with the world servants and our main speakers is as follows;

World Servants

1. travel - half of total bill up to budgeted amount; (\$1000.00)

2. lodging - as per World Travel Policy; no more than two world servants per room, do not room smokers with non-smokers, do not mix sexes, do not force a world servant to sleep with someone they do not know. While the RD is responsible for communicating with the World Servants, they must adhere to this accepted policy when discussing lodging arrangements; and

3. a conference package.

Main Speakers

1. travel - up to budgeted amount;

2. lodging - a private room; and

3. a conference package.

The arts and graphics subcommittee budget includes cost of logo design and duplication for flyers, programs, and the banner as well as supplies and miscellaneous.

The serenity keepers budget includes cost of communication devices, copies and miscellaneous.

SUBCOMMITTEES

ARTS AND GRAPHICS:

Qualifications: Suggested Clean Time for Chair & Vice Chair during Election – 2 Years

Duties & Responsibilities:

- **Solicits the help of as many artistically talented members as possible**
- **Utilizes as many resources as are available; members who work in hobby/craft stores, printing offices, copy shops, etc.**
- **Presents a variety of designs for the logo to the MSC for selection.**
- **Maintains copies of all approved designs.**
- **Produces and procures samples of graphic layouts as needed.**
- **Solicits three bids, and selects vendor for the production of the banner.**
- **Identifies signage needs for all aspects of the Conference.**
- **Responsible for creating all signs required.**
- **Presents monthly reports to the MSC.**
- **Responsible to get all artwork back from any outside enterprise.**

The arts and graphics (A&G) subcommittee is comprised of members who are artistic and energetic. This committee is responsible for presenting a variety of designs for the logo to the MSC, preferably no later than the May meeting. Once a logo has been approved, it can be used on the banner, registration flyers, programs, and MARLCNA merchandise, etc. The A&G subcommittee is also responsible for the production and display of the banner, conference and directional posters, and other signs as requested by subcommittees.

The chairperson of the A&G subcommittee follows the budget which has been approved by the MSC committee. The A&G subcommittee has the responsibility to get all original art work back from any outside enterprises.

Helpful hints for Arts & Graphics:

1. Develop a set of priorities and keep first things first.
2. Encourage members with artistic talents to get involved.
3. Solicit the help of as many members as possible (especially newcomers).

4. Find a large room in which to work; banner and poster makers need a lot of space.
5. Utilize many and all resources available: members who work in hobby/craft stores, printing offices, copy shops, etc.
6. Always adhere to the group conscience of the MSC committee, remembering that our Ultimate Authority is a loving God expressed through the group conscience.

CONVENFERENCE INFORMATION:

Qualifications: Suggested Clean Time for Chair & Vice Chair during Election – 2 Years

Duties & Responsibilities:

- **Ensures the accessibility of all aspects of the Convenference to all members, whenever feasible.**
- **Provides information about the Convenference and the local community to Convenference attendees.**
- **Provides information regarding local transportation, tourist attractions, dining establishments, etc.**
- **Coordinates volunteer recruitment for the CI booth.**
- **Assists in the implementation of additional needs services on site.**
- **Develops press package, which is available at the CI booth or registration table.**
- **Sends information to the NA Way magazine.**
- **Is responsible for gathering the names and addresses of hospitals, treatment centers and similar agencies in our region which provide direct services to addicts.**
- **Is responsible to develop a short cover letter to facilities acknowledging their ongoing support of recovery from addiction and a request that their clients be informed of the upcoming event.**
- **Is responsible to develop a plan for greeting and assisting members and staff of residential treatment facilities.**
- **Presents monthly reports to the MSC.**
- **Is responsible to direct any questions from reporter to the MSC chair.**

The convenference information (CI) subcommittee may actually be considered a two-part committee. This committee, as the name indicates, serves the purpose of providing information about

the conference both to NA members and certain non-members. These two jobs are handled very differently and because of the resulting contacts with non-members those members chosen to serve on CI must have a thorough knowledge of the Twelve Traditions, especially as they apply to public relations and personal anonymity.

Information provided by CI may include a description of the planned event, dates, locations and other pertinent information. It is always important that conference subcommittees work closely together and because of the work which CI is responsible for, it becomes especially important for them to maintain close contact with the program, H&H, and arts and graphics subcommittees. All information must be up-to-date and accurate.

There is no reason to promote the conference. It is an event of sharing and fellowship, and needs no "advertisement". It is, however, the duty of the CI subcommittee to communicate to all concerned persons and agencies about the coming events and encourage their participation. This is done in a spirit of providing information rather than of promoting NA or its activities.

The CI subcommittee chairperson has the sensitive task of encouraging a large attendance without abandoning the principle of "attraction rather than promotion". Some of the following experience and suggestions are helpful in keeping all CI efforts within the dignity and spirit of NA.

1. WITHIN THE FELLOWSHIP: Distribution is accomplished by mailing out information for inclusion in the NA Way Magazine. The NA Way Magazine includes announcements of conventions, and reach thousands of NA members around the world, at no cost to the host committee. It is an excellent way of circulating information about the conference. Personal phone numbers of CI subcommittee members are to be included on registration flyers to coordinate with the local NA community's helpline.

2. OUTSIDE THE FELLOWSHIP Pre-conference informational activities of the CI subcommittee outside the fellowship should be extended only to those hospitals, treatment centers and similar agencies which provide direct service to addicts within the region. The purpose of this is to attempt to bring addicts in the hospital, center or facility to the conference. This is in keeping with our primary purpose. The regional H&I committee should be asked to help by providing names and addresses of those agencies and institutions which are already aware of the fellowship and have H&I panels currently operating. Addresses of other agencies which have direct contact with addicts may be available from the area or regional P.R. committees. A Short cover letter to the agencies should be included with the conference flyers or other information being mailed. The letter might be a simple statement acknowledging their ongoing support of recovery from addiction and a request that their clients be informed of the upcoming conference.

The following letter has been found effective:

MARLCNA Roman Numeral

PO BOX _____

City, State Zip Code

Date

Dear Administrator,

We are writing to you regarding the MARLCNA Conference. The Conference will be held on date at location. We believe that the Conference would be a learning experience for your clients and look forward to seeing them there.

Due to our fellowship's policy of non-affiliation, we will be unable to offer a reduced registration fee for your clients. Our relationship as a fellowship with NarAnon and Families Anonymous, as with treatment centers, clubhouses, or any other organization or enterprise is simply and clearly defined as one of providing information. We provide and will continue to provide information about what we do, where we do it, where our meetings and conventions are held, etc., to anyone who asks for it. At the same time, we avoid any type of affiliation or special treatment for any people or organization outside of Narcotics Anonymous. Pre-registration is \$price and registration at the door is \$price. Enclosed is a registration form. Please feel free to copy it for your clients.

If you have any questions, please feel free to call the Conference Information Chairperson, name and () phone # or the Vice Chairperson, name and () phone #.

Sincerely yours,

Conference Information Subcommittee

If the treatment centers are residential, a request might be made that the CI subcommittee be advised about the number of residents that expect to attend. This information would then be turned over to the registration subcommittee. A member of the CI subcommittee may be assigned to the registration desk to greet and assist members and staff from treatment centers. Assuring that institutionalized addicts have the chance to attend a conference serves our primary purpose by showing them and the staff that there are indeed clean, recovering addicts in the outside world.

The CI subcommittee does not do the type of work that is commonly associated with a public information committee. P. R. committees inform the public about NA and the majority of that information is shared with non-addicts, often in the form of community presentations. The community at large is not included in the CI subcommittee's efforts of distributing information about the conference. Letters or general announcements to professionals, other than those mentioned in paragraph 2 above, would not benefit the celebration of recovery which a conference represents. A conference is not an appropriate setting for a community presentation, neither is it a beneficial time or place to encourage media participation.

It is recommended that pre-conference press releases to print and/or visual media sources be avoided. Anonymity, non-affiliation and "attraction rather than promotion" are just some of our

principles which can be easily, although unintentionally, violated if the press is encouraged to attend a conference.

It is, however, a good idea for the CI subcommittee to prepare a press packet to have available at the CI booth (or at the registration desk if no CI booth is available) in case a reporter does show up. All members staffing the CI booth or registration desk should be informed that if a reporter inquires they should give him/her a packet and immediately have the reporter speak to a member of the CI subcommittee. A well informed, knowledgeable CI subcommittee member should be readily available to accommodate the reporter. Any questions from the reporter should be directed to the MSC committee chair.

Information regarding transportation to the host site should be gathered by the CI subcommittee and included on the conference flyer. Information regarding the location of airport, and bus and train stations in relationship to the conference site is necessary for members to know. It helps them to make appropriate arrangements for their arrival. Communication with the registration subcommittee would be important to meet this objective.

The CI subcommittee is responsible to gather information regarding local transportation, tourist attractions, dining and other information pertinent to the area for display at the CI booth as well as in the hospitality room. The CI subcommittee may also consider asking area service committees within the region to donate meeting lists as well as NA literature to place at the CI booth.

HOTELS AND HOSPITALITY:

Qualifications: Suggested Clean Time for Chair & Vice Chair during Election – 3 Years

Duties & Responsibilities:

- **Is responsible for the oversight of all interaction with the facility.**
- **Is responsible for the resolution of problems in site.**
- **Is responsible to work with the program subcommittee to assign the appropriate meeting space for the number of workshops scheduled based on the projected number of attendees. The H&H subcommittee is responsible for final assignments of all Conference space.**
- **Is responsible to submit for approval to the MSC any catering proposals such as coffee, banquet, breakfast, which might not have been addressed in the hotel contract.**
- **Establishes an arrangement with the hotel so that a minimum number of individuals will have the authority to sign for services.**
- **Is responsible to solicit three bids, and select a vendor for fresh fruit for the conference.**

- **Is responsible to communicate with world servants regarding their room arrangements.**
- **Is responsible for all hotel arrangements for rooms provided by the conference.**
- **Is responsible to secure safety deposit box with the hotel.**
- **Is responsible to open and operate hospitality room**
- **Presents monthly reports to the MSC.**

The hotel and hospitality (H&H) subcommittee can begin planning to host the fellowship. To assist in this planning, it will be necessary to adopt and implement the procedures, or a reasonable facsimile, as they are outlined in the section. Care should be exercised in the development of this committee to ensure that the tasks assigned to it are properly accomplished.

This subcommittee should consist of: a chairperson to conduct business meetings, make sure the duties of the committee are carried out and make progress reports to the MSC. The vice-chairperson is to act as chairperson if necessary; and a secretary to record the minutes of the subcommittee.

The work load of any one committee member will probably be determined by the size of the committee itself. There is probably no sure formula for determining the size of this subcommittee. What worked for one conference may not work for the rest. However, there is a set of objectives that need to be accomplished, perhaps it will be best to weigh these objectives out and determine who, on this committee, will be able to perform what task.

The H&H subcommittee works in conjunction with the program subcommittee to help assign the appropriate meeting space which will be needed. The projected figure need not be accurate, although using criteria from previous conferences should help the committee to project a reasonable figure from which to work.

Any catering proposals such as coffee, banquets, and brunches that are not covered in the hotel contract should be presented to the host committee for review. Special attention should be given to the regional conference budget guidelines regarding the cost of these expenditures.

Establish an arrangement so that a minimal number of individuals will have the authority to sign for services. Make it clear that the committee will only honor bills with specific signatures. Final approval of all contracts will be the responsibility of the MSC chair.

Finally, this committee should open and operate a hospitality room where the fellowship can gather and relax, drink coffee, eat fruit, play games, etc., as well as obtain local transportation, tourist, dining or other information pertinent to the area. This information will be gathered by the CI subcommittee and supplied to the H&H subcommittee for the hospitality room.

Keep in mind that the majority of problems arise from poor communication. Good communication between the H&H subcommittee and all other subcommittees is extremely important.

Almost everything that will be done by the H&H subcommittee will hinge on how well other subcommittees communicate their needs.

MERCHANDISING:

Qualifications: Suggested Clean Time for Chair & Vice Chair during Election – 3 Years

Duties & Responsibilities:

- **Recommends items to be included in the merchandise inventory**
- **Solicits at least three bids and selects one vendor for merchandise items.**
- **Presents selection, quantity and pricing of all items to the MSC for approval.**
- **Secures *Conference Agenda Reports* from the World Service Office.**
- **Places orders for merchandise and delivers to the conference.**
- **Coordinates vendor relationships for merchandise, equipment, etc.**
- **Orders other items for other subcommittees, as requested.**
- **Is responsible for the preparation of a logistical plan including the set-up of the area, training, staffing, hours of operation, equipment, and supplies.**
- **Plans site visit, in conjunction with H&H subcommittee, to develop floor plan to implement logistical plan, including storage, if necessary.**
- **Is responsible for the storage of all items.**
- **Is responsible for inventory control, adjustments and/or reordering if necessary.**
- **Coordinates volunteers for on-site merchandise sales, as needed.**
- **Coordinates alternative merchandise sales and logistical plan.**
- **Is responsible to prepare a letter explaining sales policies of alternative merchandise to any representative wishing to sell at the conference. This letter should be mailed to all regions and areas with any early mailing of the registration flyers.**
- **Gathers all original artwork from vendors.**
- **Presents monthly reports to the MSC.**
- **Works with MSC treasurer to develop a plan to monitor all sales and money pick-ups during the event.**

- **Is responsible to keep a complete set of records showing all orders for merchandise, expenditures and sales.**
- **Is responsible to provide the MSC with a copy of all records and final statement of remaining inventory.**
- **Oversees the sales of merchandise at the event.**

*****WHEN USING THIS SECTION OF THE GUIDELINES, IT IS CRITICAL TO REFER TO THE BUDGET/RECONCILIATION SECTION OF THE GUIDELINES*****

The merchandising effort of any conference should be based strictly on the need to generate funds to pay for the "Primary Purpose Packages". The focus of any conference is the celebration of recovery and service. Merchandising efforts should be kept to a minimum. Every conference committee wants to be able to provide commemorative items for the conference attendees, however, the efforts to do this should be done in such a way that a department store atmosphere is not created. This is accomplished by adhering to our history of limiting purchases to T-shirts, sweat shirts, mugs, and one souvenir item to be included in the registration package.

Careful consideration should be made in negotiating the purchase price of items selected for sale. The minimum of three bids are submitted for consideration. All items selected by the merchandising subcommittee should be purchased outright by the conference committee. In cases where funds are not available to purchase the items, then the possibility of a consignment agreement should be investigated. This will ensure that all merchandising done at a conference is done by the merchandising subcommittee.

The merchandising subcommittee chairperson follows the budget approved by the host committee and should prepare an informational sheet consisting of the items ordered, purchase price, sale price, net proceeds realized when all merchandise is sold and expenses incurred. Attached to this informational sheet should be copies of all bids received and shipping of the items selected for sale at the conference (i.e. individual item prices, service charges, consignment agreement terms if applicable, and the time frames for obtaining the items).

The merchandising subcommittee is responsible for the storage of all items, in a secure place and for the sale of all MARLCNA merchandise during the conference. The merchandising subcommittee is responsible for communicating with the H&H subcommittee for the provision of space for storage of all items and for a store at the conference site. Store hours should be coordinated with the program and the H&H subcommittee for the provision of space for storage of all items and for a store at the conference site. Store hours should be coordinated with the program and the H&H subcommittees to assure proper scheduling with the facility management. One consideration for hours is to have the merchandising room open before the CAR workshop begins so participants who have not yet purchase a *Conference Agenda Report* can do so.

Following the conference a final statement of remaining inventory is given to the MSC chairperson. This should be provided no more than one week from the closing date of the conference. This information should be included in the MSC chairperson's final report to the region. In addition to the statement of remaining inventory a complete set of records showing all subcommittee orders for merchandise, expenditures, and sales should be given to the MSC chairperson to assure accountability for all merchandise and expenditures.

The merchandising subcommittee should be fairly business minded and have an understanding of the Twelve Traditions, especially regarding the sale of NA related items. The practice of allowing commercial vendors to sell their products at an NA conference violates our Sixth Tradition and is strictly prohibited. Any time there is a person or group of people selling merchandise at an NA conference, other than the merchandising subcommittee, we are, in fact, sanctioning the idea that it is all right for individuals to generate personal profit in the name of our fellowship.

On occasion there will be committee representatives from other NA conventions or similar activities (i.e. state, regional, world convention committee's) at a conference. Many times these committees would like to sell items from a previous or upcoming NA event. This should be allowed on Sunday as long as the MARLCNA merchandise has been sold completely. This not only simplifies the situation for us, but also allows convention attendees the opportunity to purchase items from these committees at one time and in one place. The merchandising subcommittee coordinates arrangements to provide space for this type of sale to take place with the H&H and the program subcommittees. It is the other NA committees' representatives' responsibility to send some type of advance notification of their intention to be present to sell. This allows the host (MSC?) committee ample time to plan for the provision of space and the scheduling of the sale so as not to interfere with the conference program. It is important that the host committee be reasonably sure that such sales will benefit the fellowship.

The merchandising subcommittee should prepare a letter explaining these policies and the letter should be included in all mailings to regions and areas. A letter of request needs to be submitted by areas and regions wishing to sell merchandise at MARLCNA. The merchandising subcommittee must receive the request at least one week prior to MARLCNA and a contact person's phone number is needed for follow up questions or concerns. No merchandise can be sold at MARLCNA without a written request from the sponsoring area or region.

The following letter has been used satisfactorily:

(MARLCNA address)

Dear _____,

Thank you for your interest in selling merchandise at the Mid-Atlantic Learning Conference of NA. The sale of commercial merchandise is strictly prohibited as it violates our Sixth Tradition. We do not sanction the idea that individuals may generate personal profit in the name of our fellowship.

The sale of merchandise from past or upcoming NA functions is allowed on Sunday in the _____ room as long as all MARLCNA merchandise has been sold. A representative from your area or region is responsible for selling the merchandise. Your area or region must submit a letter explaining what you want to sell, the amount of table space required, and a contact person's telephone number. The letter must be received at the address listed above by (date - at least one week prior to conference). No merchandise can be sold at MARLCNA without a written request from the sponsoring area or region.

You will be contacted by the merchandise committee if your request has been approved.

In loving service,

PROGRAM SUBCOMMITTEE:

Qualifications: Suggested Clean Time for Chair & Vice Chair during Election – 3 Years

Duties & Responsibilities:

- **Responsible for all aspects of development for the main meetings and workshops.**
- **Establishes process used for speaker selection, based on criteria in the guidelines.**
- **Is responsible for the final selection and notification of all speakers (except world servants, according to Regional Policy).**
- **Determines the number of workshops needed for the attendance projected.**
- **Plans site visit, in conjunction with the H&H subcommittee, for development of floor plans for required meeting space.**
- **Makes recommendations about types of entertainment and other special events and activities.**
- **Sets deadline for tape submittal.**
- **Is responsible for onsite speaker check-in.**
- **Is responsible for creating and duplicating the printed program. Solicits three bids for the printing and development of graphic design of the program.**
- **Presents draft copy of printed program to MSC for approval.**

- **Secures any necessary literature and mugs for the “SWAP” at the banquet.**
- **Selects taping company, making it clear that the copyrights to the tapes are held by the MARSC.**
- **Presents agreements with professional entertainers and taping company to the MSC for approval before they are signed.**
- **Coordinates vendor relationships with taping company, entertainment, deaf interpreter, printer, literature vendors, etc.**
- **Coordinates travel arrangements for conference speakers, when requested.**
- **Gathers all original artwork from vendors.**
- **Presents monthly reports to the MSC.**
- **Oversees the implementation of the program at the event.**

Without a good program, the trouble and expense of putting on a conference isn't justified. The reports of the program subcommittee should therefore be given appropriate attention.

The basic qualification for participation on the program subcommittee of an NA conference is membership in NA and history of involvement in the NA service structure. If we are careful in choosing trusted servants for the program subcommittee we should trust in them to carry out their assignment.

The program subcommittee plans all the workshops and meetings at the conference. The members of the program subcommittee select speakers, meeting chairs and others to help with the program, with the exception of the *Conference Agenda Report* workshop and any other related world service topics, which will be the responsibility of the RD and Alt RD. The program subcommittee members schedule all events to take place during conference and prepare the written program to be distributed to attending members. They attempt to have a balance of workshops for newcomers, service-minded persons and spiritual discussions.

A MARLCNA program should be a representation of the diversity of our fellowship. It is recommended that the program committee be sensitive to the different backgrounds of NA members and be careful to select NA speakers who represent a cross-section of experiences, lifestyles, and cultures.

Speakers should be chosen based on their recovery message as opposed to their popularity, sense of humor, and flamboyance by which they deliver their message. The best speakers for the conference are those who address recovery as if their lives, as well as the lives of the listeners, depend on it. A speaker or regional workshop chair at a conference shares their personal experience of recovery in NA. The program subcommittee limits themselves if they rely on tapes as their sole source of identifying qualified main speakers.

The basic criteria for speaker selection is a minimum of 2 years clean for workshops and a minimum of 5 years clean for main meetings. Potential speakers and program participants are people who base their recovery on powerlessness over addiction, identify themselves as addicts and attend NA meetings to sustain their recovery. These qualifications assure an NA member hears and receives the NA message. Speakers need to have personal experience in the NA service structure.

Typically, there has been one main speaker meeting on each day of the conference. There have been variations of this at different MARLCNA's and each program committee will work out the format for each conference with input from the host committee. The Friday night opening speaker is a member our region and speaks on the topic of Unity Through Service.

Workshops are held to satisfy the needs of our membership for information or discussion on specific topics and services related to NA. These workshops allow attending members to ask questions, and learn about serious aspects of service and recovery. It is important to schedule similar workshops consecutively rather than at the same time. This allows interested members to attend an entire series of related workshops they would like to attend.

One of the main problems in scheduling is the event of no-shows (people who don't call when they are unable to attend). The recommended procedure for speakers, chairpersons, readers or anyone else involved in the program is to note somewhere on the program or the registration flyer that a check-in table will be set up. Include the specific location and times. This way, all program participants can sign in, thus assuring the program subcommittee that they are willing and able to fulfill their responsibilities.

In the event of a no-show, the program subcommittee should have a pool of members available from which to select replacements. It is important to keep in touch with speakers as the conference draws near and assist them in any way possible to ensure their attendance.

Taping the speakers and workshops allows members who are unable to attend all functions the opportunity of hearing them at home, or sharing them with others. Care should be taken to inform the speakers and/or workshop participants that they are being taped. When contracting with someone to record meetings, it should be clearly understood that the copyrights to the tapes are held by the MSC committee.

REGISTRATION:

Qualifications: Suggested Clean Time for Chair, Vice Chair, & Record Keeper during Election – 3 Years

Duties & Responsibilities:

- **Is responsible to keep attendance roster updated**
- **Drafts registration flyer**

- Is responsible for the printing, mailing, and distribution of the registration flyer.
- Solicits bids and selects vendors for registration graphic designs, printing and mailing.
- Is responsible to devise a record keeping system for money collected and items purchased, as well as newcomer donations, PPP's and speaker/world servant registrations.
- Transfers all monies received to the MSC treasurer.
- Is responsible to develop and send a confirmation letter to all pre-registrants which includes hours of operation for the registration area, pertinent policies, how to make hotel reservations, and phone numbers to contact
- Develops policy for primary purposes packages, lost badges, and tickets.
- Plans site visit, in conjunction with the H&H subcommittee, to determine the area to be used for registration purposes.
- Is responsible for the preparation of a logistical plan which includes the set-up of the area, training, staffing, hours of operation, equipment and supplies.
- Is responsible for securing all items for the registration packages which include a conference program, a name tag or badge, tickets (banquet, breakfast, comedian) and 1 souvenir item (pen, phone book, key tag).
- Procures equipment and labor necessary and coordinates vendor relationships and volunteers for the registration area.
- Is responsible for inventory control.
- Prepares registration packages.
- Establishes policy to handle registering people after all prepared packages are sold.
- Is responsible to give any representative from the media a press package and/or direct them to the CI booth.
- Presents monthly reports to the MSC.
- Oversees registration activities at the event.
- Holds final reconciliation of registration ledger books, and electronic records until the information is handed to the Budget/Reconciliation Committee.

Usually the first people conference attendees meet are those members manning the registration tables. How well they are greeted in many ways sets the tone for how well the

conference comes off. Smooth, prompt, orderly, and hospitable services are key ingredients to successful registrations. Therefore, organization and planning by this committee is very important.

The registration subcommittee is one of the busiest committees of every conference. Although it's the most intensive work is completed in the weeks just prior to and during the conference, its responsibilities begin with the advance planning. This advance planning by the committee includes drafting the flyers and forms, which must be done well in advance in order to allow sufficient time for review by the full host committee. The mailing schedule for flyers and pre-registration forms should also be established at this time.

The development of the conference flyer should be a cooperative effort between the registration and the arts and graphics subcommittees. The registration subcommittee should develop the conference registration flyer for the arts and graphics subcommittee. Care should be exercised in the production of registration flyers. They should be clear and informative, not confusing. Flyers should be attractive but, do not need to be ornate or expensive.

The committee should do a direct mailings of the finalized registration flyer to NA members listed on the attendance roster. The attendance roster is on digital storage device and is updated each year keeping only the attendees from the past three years on the roster.

The mailing should be done at least four months prior to the conference date, allowing participants an opportunity to schedule vacations or make other arrangements to attend the conference.

A clear understanding should be reached between the registration subcommittee chairperson, and the MSC committee treasurer on the procedures for handling registrations and money. One person should be assigned the responsibility of picking up registrations from the committee's post office box or business address at least two or three times a week. The chairperson of registration will coordinate an electronic form of payment for those who are interested in paying for registration online. Registration form records should be maintained on a weekly basis and all money received transferred to the MSC committee treasurer prior to MSC conference committee meetings.

As each registration is received, by mail, direct sale, or electronically a record should be made indicating information about the registrant and all money received. When registrations are made, numbered cash receipts are used as a confirmation to the conference. A good working system for handling cash registration money should be established. One cash receipt book should be used with two-part carbon copies.

As primary purpose packages are given out, the committee must keep careful records of what is provided and to whom. This information must be recorded in a separate section of the ledger book. The MSC committee decides how many primary purpose packages will be given away. The registration subcommittee decides how many packages will be given to each Area within the region and how many

will be given away at the door. The registration subcommittee will also prepare a letter addressed to the Area RCM, describing how to distribute these packages.

The following letter has been found effective:

Dear (Area RCM's Name) ,

Enclosed, please find (# of PPP's) primary purpose packages.

These packages are offered to fulfill our primary purpose. They offer free registration and meals and are intended to provide incentive to new members who would like to learn about NA and who may not otherwise be financially able to participate. These packages are limited to first-time attendees.

We strongly urge each area to make their selections as soon as possible. We need to be notified by mail of each recipient's full name, address, and meals choice by (date - 2 weeks before the event).

Please return any unused packages as we will distribute these packages at MARLCNA on a first come, first served basis.

Thank you for your prompt attention to our request.

Please mail completed registration forms, as well as, unused forms to:

(MARLCNA ADDRESS)

In loving service,

The registration subcommittee conducts its activities within the scope of the budget approved by the MSC committee treasurer and the budget committee. Un-deposited cash received by the registration subcommittee should not be used for committee expenses, as it can result in confusion and possible misuse of funds.

The record system developed by the registration subcommittee should be simple and clearly understood by all members of the committee. The records of all registrations and banquet or brunch ticket sales should be updated at least once a week. In this way, the host committee can be informed of the financial status. This record system can be used to verify the treasurer's records, and provide an indication of the solvency of the conference.

A duplicate records system should be maintained for all registration subcommittee activities. A simple file box containing 3x5 cards arranged alphabetically is a simple and effective method. A card is made for each registration and contains all the information about each registrant, including full name, address and phone number, all functions which have been purchased, meal choice if applicable, payment method with check or money order numbers and their confirmation number.

As each mailed registration is received, a confirmation card is mailed out to each registrant. Most registration subcommittees only send confirmation cards for registrations which are received by the announced cutoff date. The cutoff date for pre-registrations is included on the conference flyer.

Following is an example of a simple confirmation which has been used satisfactorily:

CONFIRMATION # _____

Dear (Pre-registrant's Name),

Thank you for pre-registering for MARLCNA (Roman Numeral). The registration table will be open on (dates and hours of operation). This confirmation card is your receipt and will be needed to pick up your package. If you need a receipt showing amount spent, please ask at the registration table.

You must notify the registration chairperson if you will be unable to pick up your package before 3:45 on Saturday as all unclaimed packages will be given away at 4:00p.m.

Please reserve your room at the (Name of Hotel) which is located at (address of hotel).
Phone number.

If you have any questions, please contact the registration chair (name and phone # of chair).

In loving service,

The registration subcommittee is responsible for preparing a complete registration package. These packages include:

A conference program

Name tag or badge

Tickets (banquet, brunch, comedy show etc.)

1 Souvenir item (phone book, pen, key tag)

1 Regional Helpline

The number of members needed to work the registration table during the weekend of the conference will depend on the anticipated attendance and length of registration hours. It is not advisable to have the same members working five to eight hours without a break or a few members handling registration for a large rush of people. Therefore, the creation of shifts and work teams is important. The shift and team aspect is addressed in detail below.

A registration subcommittee can be organized with the following positions and responsibilities:

CHAIRPERSON: Oversees and coordinates all aspects of the registration subcommittee and reports to the host conference committee, schedules work shifts and puts together work team members.

VICE-CHAIRPERSON: Assists the chairperson and may become more actively involved in one or more aspects of the registration subcommittee.

BOOK KEEPER: Oversees all records pertaining to incoming monies, including pre-registrations, registrations, on-site registrations, ledger books, electronic record keeping etc. The record keeper holds a three-year position that leads up to being the chair of registration.

SECRETARY: Keeps minutes and records.

MAILINGS TEAM: Handles all registrations that come through the mail. Mails out confirmation letters or post cards as soon as possible.

SHIFT OR WORK TEAM: The number of team members needed to work a shift will be determined by anticipated attendance and length of registration hours. There will be two areas of the registration table; one for those who have pre-registered and need to pick up their pre-prepared package, and one for those who have not yet registered. A team of three members seems to work best for the Pre-Registration Pick-up area. Two members look up names in the index boxes, and one member retrieves their package from the box of pre-prepared packages. A team of five members seems to work best for the Registration area. The registration chair or vice works the cash register, one member of the team keeps counts in the ledger book, two members write receipts and one member issues packages. A suggested shift for a team to work is two hours on and two hours off.

During registration hours the treasurer and/or vice-treasurer collect the registration money at regular periodic intervals from the cash register person. The registration subcommittee chairperson should work closely with the treasurer on how to monitor sales and money pick-ups during the conference.

One last note for registration subcommittee members: At times there will be a lot of responsibility and pressure on you. It is important that you look out for one another. Set personalities aside and help each other in our spirit of unity and purpose. Our personal recovery comes first and you should do your part to make sure you and your fellow members do not use over the pressures of handling money. Stay clean and grow together.

SERENITY KEEPERS:

Qualifications: Suggested Clean Time for Chair & Vice Chair during Election – 5 Years

Duties & Responsibilities:

- **Provides a safe and secure environment for all students.**
- **Works closely with the site security supervisor and staff.**

- **Maintains communication with site security staff, local officials, emergency personnel, and traffic control personnel as necessary.**
- **Creates a plan to deal with potentially hazardous/emergency situations.**
- **Works closely with other subcommittee chairs to establish needs.**
- **Develops plans/strategies to address identified needs of each subcommittee.**
- **The chair and vice chair will escort treasurers and provide security for all monies collected or transported.**
- **The chair and vice chair will work closely with the treasurer and vice treasurer to develop a logistical plan for money pick-ups and transports.**
- **Develops plans and strategies for addressing problematic behaviors and circumstances that may arise during the course of the event.**
- **Creates a proactive approach to dealing with conflict with minimal aggression.**
- **Assembles a team to serve in the capacity of serenity keepers for the event.**
- **Provides the team with plans, time frames, schedules, strategies and training.**
- **Solicits bids for communication devices/equipment needed; and makes recommendations to the MSC for all rental agreements and/or purchases.**
- **Presents monthly reports to the MSC.**
- **Maintains open communication with the Chair of the MSC throughout the event.**

The primary purpose of the Serenity Keepers Subcommittee is to identify, anticipate and plan for appropriate responses to potentially hazardous behavior, situations and/or circumstances during the Conference that could cause problems. They work with the MSC and the chosen facility to ensure the safety and wellbeing of all involved. They are also responsible to assist the Treasurers in their collection of monies during the weekend until they are safely deposited. The chairperson of this subcommittee will need to work closely with the MARLCNA treasurer on the logistics having to do with this, being careful to keep the information confidential. They are also responsible for providing security for the other subcommittees who are dealing with money. They are essentially the conference's "in-house security" during the event. They work closely with the facility's Security Supervisor while attempting to incorporate the principles of Narcotics Anonymous in providing a secure environment. In this way, our event can run smoothly and with integrity.

This subcommittee should consist of: a Chairperson to conduct monthly business meetings, coordinate with other subcommittee chairs in assessing service needs, assemble and prepare a group of

members to serve as serenity keepers the weekend of the conference, follow the budget approved for the subcommittee, and make monthly progress reports to the MSC; a Vice-Chair to help with these efforts, and be prepared to act as chairperson if necessary; a secretary to record the minutes of the subcommittee, and a crew of members willing to serve during the event.

Members of this committee should be enlisted who are familiar with the 12 Steps, 12 Traditions, and 12 Concepts of Narcotics Anonymous. The members should also be able to resolve conflicts quickly and efficiently without escalating the situation at hand. It would be helpful if they had experience in resolving conflicts with minimal aggression. They should be able to stop and ask for help if the situation is not resolving peacefully.

The Serenity Keepers work closely with the MSC, the various subcommittee chairs, the facility security staff and management, the local police and other officials as necessary. This subcommittee must be ready and able to communicate with all of these mentioned at all times during the event. They are responsible for obtaining communication devices that will make this possible. It is expected that this committee will solicit bids from potential vendors, at least three, in order to get the best price on acquiring such devices; i.e.: walkie-talkies. The subcommittee will work with the MSC to determine what specific equipment is needed, the appropriate distribution of the devices obtained, the care and management of the equipment being used, and for returning the equipment as contracted.

It is recommended that at least the following members/persons have access to these communication devices: the Serenity Keepers Chair and Vice-Chair, members of the Serenity Keepers committee while servicing, the MSC Chair and Vice Chair, the Treasurer and Vice-Treasurer of the Executive Committee and one for each subcommittee chair for use by their subcommittee. A system should be developed that effectively tracks all devices during the weekend, and holds each individual servant responsible for the equipment issued to them.

The Serenity Keepers should work in shifts and possibly pairs or teams. The subcommittee should create and present to the MSC a logistical plan that describes the specific areas to be posted and/or patrolled, the number of serenity keepers needed at specified posts or for patrols, the length of each shift needed to be filled, and the strategies developed to address the various situations that may arise.

The importance of this subcommittee cannot be understated. While they are responsible to provide protection and security for all funds generated throughout the weekend, they are also responsible for developing strategies for dealing with behaviors and/or circumstances that may arise during the event, such as: members found sleeping in the lobby, children found unsupervised, members with special needs who require assistance, basic crowd control, traffic control in cooperation with the facility, disruptive and/or careless members who may be destructive to the physical property of the facility or the belongings of other participants, members who engage in physical aggression, member who may be using, and other problems as they are presented to the committee. It will be crucial for this committee to work closely with the facility, the Hotels and Hospitality Subcommittee, the Program

Subcommittee and all of the other Subcommittees to adequately plan for and address these elements. It is very important to remember the spirit of this subcommittee during the development of such "strategies". It was intentional that this subcommittee was given the name Serenity Keepers. It is that spirit that should guide this committee's service.

Addendum A:
Area of Responsibility in the Planning
of MARLCNA

MARLCNA

This section outlines the areas of responsibility in the planning of the conference by assigning duties in each category to MSC. How these duties are carried out within each entity will vary from conference to conference.

PROGRAM

MARSC:

- The Regional Delegate is responsible for contacting the World Service Office (WSO) about the number of world servants needed for the *Conference Agenda Report* workshop and any other related world service topics.

MSC:

- Holds the Master CD's, MP3, or any other digital storage device from the conference.
- Approves the printed program ensuring a diversity of speakers and workshop topics and ensuring that the program reflects the NA philosophy.
- Approves the entertainment plan.
- Approves contracts with entertainers and taping company before they are signed.
- Delivers Master CD's, MP3, or any other digital storage device to the MSC for storage and use by the region.

The Program Subcommittee:

- Responsible for all aspects of development for the main meetings and workshops.
- Is responsible for the final selection and notification of all speakers (except world servants).
- Determines the number of workshops needed for the attendance projected.
- Plans site visit, in conjunction with the H&H subcommittee, for development of floor plans for required meeting space.
- Makes recommendations about types of entertainment and other special events and activities.
- Establishes process used for speaker selection, based on criteria in the guidelines.
- Sets deadline for tape submittal.
- Is responsible for onsite speaker check-in.
- Is responsible for creating and duplicating the printed program. Solicits bids for the printing and development of graphic design of the program.
- Presents draft copy of printed program to MSC for approval.
- Secures any necessary literature and mugs for the "swap" at the banquet.
- Selects taping company, making it clear that the copyrights to the tapes are held by the MSC.

- Presents agreements with professional entertainers and taping company to the MSC for approval before they are signed.
- Coordinates vendor relationships with taping company, entertainment, deaf interpreter, printer, literature vendors, etc.
- Coordinates travel arrangements for conference speakers, when requested.
- Gathers all original artwork from vendors.
- Oversees the implementation of the program at the event.

MERCHANDISING

MARSC:

- Is responsible for the sale of all remaining MARLCNA merchandise.

MSC:

- Is responsible for storage of all remaining MARLCNA merchandise until decided by the region how to deplete the inventory.
- Ensures the merchandising effort is based strictly on the need to generate funds to pay for Primary Purpose Packages.
- Ensures that the merchandising efforts are kept to a minimum, limiting purchases to T-shirts, sweat shirts, mugs and 1 souvenir item to be included in the registration package.
- Approves selection, quantity and pricing of all items for conference.
- Ensures that commercial vendors are not selling their products at the conference.
- Is responsible to approve the merchandising subcommittee's logistical plan, as well as the plan for the sale of alternative merchandise (including the letter stating alternative merchandise sales policies).
- Ensures that the alternative merchandise letter is delivered to the registration subcommittee for distribution with early mailing to regions.
- Ensures that the MARLCNA merchandise is completely sold before the sales of items from a previous or upcoming NA event is allowed.

Merchandising Subcommittee:

- Recommends items to be included in the merchandise inventory.
- Solicits at least three (3) bids and selects one vendor for merchandise items.
- Presents selection, quantity and pricing of all items to the MSC for approval.
- Secures *Conference Agenda Reports* from the World Service Office.
- Places orders for merchandise and delivers to the conference.
- Coordinates vendor relationships for merchandise, equipment, etc.
- Orders items for other subcommittees, as requested.

- Is responsible for the preparation of a logistical plan including the setup of the area, training, staffing, hours of operation, equipment, and supplies.
- Plans site visit, in conjunction with H&H subcommittee, to develop floor plan to implement logistical plan, including storage, if necessary.
- Is responsible for the storage of all items.
- Is responsible for inventory control, adjustments and/or reordering as necessary.
- Coordinates volunteers for onsite merchandise sales, as needed.
- Coordinates alternative merchandise sales and logistical plan.
- Is responsible to prepare a letter explaining sales policies of alternative merchandise to any representative wishing to sell at the conference. This letter should be mailed to all regions and areas with any early mailing of the registration flyers.
- Gathers all original artwork from vendors.
- Works with MSC committee treasurer to develop a plan to monitor all sales and money pickups during the event.
- Is responsible to keep a complete set of records showing all orders for merchandise, expenditures and sales.
- Is responsible to provide the MSC with a copy of all records and a final statement of remaining inventory.
- Oversees sales of merchandise at the event.

REGISTRATION

The MSC:

- Is responsible to store all remaining registration supplies and pass on to incoming subcommittee.
- Is responsible to hold and pass on all registration flyers completed during the event so that the information can be added to the attendance roster disk by the new subcommittee.
- Ensures that the registration efforts afford smooth, prompt, orderly, and hospitable services.
- Ensures that the registration flyer is clear and informative, not confusing.
- Ensures that the registration flyer is attractive, but is not ornate or expensive.
- Approves the registration flyer.
- Establishes price for registration.
- Approves Primary Purpose Package letter.
- Approves all items to be included in the registration package.
- Approves the registration committee's logistical plan.

The Registration Subcommittee:

- Is responsible to keep attendance roster updated on a digital device.
- Drafts registration flyer.
- Establishes an electronic form of payment for registrants.
- Is responsible for the printing, mailing, and distribution of the registration flyer.

- Solicits bids and selects vendors for registration graphic designs, printing, and mailing.
- Is responsible to devise a record keeping system for money collected and items purchased, as well as newcomer donations, PPPs, and speaker/world servant registrations.
- Transfers all money received to the MSC treasurer.
- Maintains a duplicate record system for all registration activities.
- Is responsible to develop and send a confirmation letter to all pre-registrants which includes hours of operation for the registration table, pertinent policies, how to make hotel reservations, and phone numbers to contact.
- Develops policy for primary purpose packages, lost badges and tickets.
- Plans site visit, in conjunction with the H&H subcommittee, to determine the area to be used for registration purposes.
- Is responsible for the preparation of a logistical plan which includes the setup of the area, training, staffing, hours of operation, equipment, and supplies.
- Is responsible for securing all items for the registration packages which include a Conference program, a name tag or badge, tickets (banquet, breakfast, Saturday dance, etc.), and 1 souvenir item (pen, phone book, key tag).
- Procedures equipment and labor necessary and coordinates vendor relationships.
- Is responsible for inventory control.
- Prepares registration packages.
- Establishes policy to handle registering people after all prepared packages are sold.
- Coordinates volunteers for on-site registration.
- Is responsible to give any representative from the media a press package and/or direct them to the Conference Information booth.
- Oversees registration activities at the event.

ARTS AND GRAPHICS

The MSC:

- Is responsible to store and pass on all signs and available past MARLCNA banners to incoming subcommittee.
- Approves all graphic designs for the conference.
- Approves the logo for the conference.
- Ensures that all available past MARLCNA banners are hung during the Saturday Banquet.

The Arts and Graphics Subcommittee:

- Solicits the help of as many artistically talented members as possible.
- Utilizes as many resources as are available; members who work in hobby/craft stores, printing offices, copy shops, etc.
- Presents a variety of designs for the logo to the MSC for selection.

- Maintains copies of all approved designs.
- Produces and procedures samples of graphic layouts as needed.
- Solicits bids and selects the vendor for the production of the banner.
- Identifies signage needs for all aspects of the conference.
- Is responsible for creating all signs needed.
- Is responsible to get all artwork back from any outside enterprises.

CONFERENCE INFORMATION

The MARSC:

- The H&I subcommittee provides names and addresses of those agencies and institutions which are already aware of the fellowship and have H&I panels currently operating.
- The PR subcommittee provides addresses of other agencies which have direct contact with addicts.

The MSC:

- Ensures that the conference is not being promoted, by avoiding pre-conference press releases to print and/or visual media sources.
- Ensures that the CI efforts do not encourage a community presentation.
- Ensures that the CI efforts do not encourage media participation.
- Approves press package and identifies the individuals responsible to interact with the media.
- Approves all written communication with professionals and organizations.

The Conference Information Subcommittee:

- Ensures the accessibility of all aspects of the conference to all members, whenever feasible.
- Provides information about the conference and the local community to conference attendees.
- Provides information regarding local transportation, tourist attractions, dining establishments, etc.
- Coordinates volunteer recruitment for the CI booth.
- Assists in the implementation of additional needs services on site.
- Develops press package, which is available at the CI booth or registration table.
- Sends information to the NA Way magazine.
- Is responsible for gathering the names and addresses of hospitals, treatment centers, and similar agencies in our region which provide direct services to addicts.
- Is responsible to develop a short cover letter to facilities acknowledging their ongoing support of recovery from addiction and a request that their clients be informed of the upcoming event.
- Is responsible to develop a plan for greeting and assisting members and staff of residential treatment facilities.

- Is responsible to direct any questions from a reporter to the MSC chair.

HOTELS AND HOSPITALITY

The MARSC:

- Selects the site for each conference.

The MSC:

- Makes recommendations about the site for the conference.
- Is responsible for negotiating and signing all hotel contracts.
- Gathers hotel room occupancy and food and beverage usage statistics, post conference.
- Reviews conference contracts to determine if there are any changes to subsequent contracts, post conference.
- Ensures that all subcommittees are aware of how the terms of the contract with the facility affect them.
- Approves any catering proposals not addressed in the hotel contract.
- Approves arrangements for all rooms provided by the conference.

The Hotels and Hospitality Subcommittee:

- Is responsible for the oversight of all interaction with the facility.
- Is responsible for the resolution of problems on site.
- Is responsible to work with the program subcommittee to assign the appropriate meeting space for the number of workshops scheduled based on the projected number of attendees. The H&H subcommittee is responsible for final assignment of all conference space.
- Is responsible to submit for approval any catering proposals, such as, coffee, banquet, and breakfast which might not have been addressed in the hotel contract.
- Establishes an arrangement with the hotel so that a minimum number of individuals will have the authority to sign for services.
- Is responsible to open and operate a hospitality room.
- Is responsible to solicit bids and select a vendor for fresh fruit for the conference.
- Is responsible to communicate with world servants regarding their room arrangements.
- Is responsible for all hotel arrangements for rooms provided by the conference.
- Is responsible to secure safety deposit box with the hotel.

BUDGET

The MSC:

- The chairperson and vice chairperson work with the committee to develop an initial budget.
- Is responsible to provide budget planning processes which ensure the conference's success.

- Ensures that profit is never a consideration; and net proceeds are handled by following current regional policy.
- Is responsible to periodically review the financial reports and fiscal structure of the budget.
- Is responsible to develop an initial conference financial summary, post conference.
- Is responsible to deliver all necessary information to the accountant for timely preparation and filing of all proper tax returns.
- Is responsible for the hiring of any accountant or legal professionals associated with such filing.
- Inputs and approves the budget.
- Approves any departure from the financial plan not mentioned in the original or updated budget.
- Approves, by a 2/3rds majority vote, any expenditure that will cause a committee to exceed its total budgeted amount.
- Ensures that no expenditures are paid other than rent and minutes prior to approval of the budget.
- Ensures that all income from the merchandise effort is used for primary purpose packages and to underwrite the cost associated with packages for speakers and world servant attendees.
- Develops, in conjunction with the treasurer, a system to monitor the expenditures of each subcommittee.
- Informs the MSC of any departures from the original or updated budget for approval.
- Informs the MSC of any expenditure that will cause a committee to exceed its total budgeted amount. These expenditures must be approved by a 2/3rds majority of the MSC.

SERENITY KEEPERS

The MSC:

- Oversees all financial aspects at the Conference.
- Each MSC Subcommittee Chairperson will prepare and present for their subcommittee a final written report that includes pertinent details related to the current event and recommendations for future subcommittees.
- Makes known all needs and requests to be addressed by the subcommittee.
- Approves all logistical plans for security.
- Approves all strategic plans for serenity.
- Approves all bids for procurement of equipment.

The Serenity Keepers Subcommittee:

- Provides a safe and secure environment for all attendees.
- Works closely with the site security supervisor and staff.
- Maintains communication with site security supervisor staff, local officials, emergency personnel, and traffic control personnel as necessary.
- Creates a plan to deal with potentially hazardous/emergency situations.

- Works closely with other subcommittee chairs to establish needs.
- Develops plans/strategies to address identified needs of each subcommittee.
- The chair and vice chair will escort treasurers and provide security for all monies collected or transported.
- The chair and vice chair will work closely with the treasurer and vice treasurer to develop a logistical plan for money pick-ups and transports.
- Develops plans and strategies for addressing problematic behaviors and circumstances that may arise during the course of the event.
- Creates a proactive approach to dealing with conflict with minimal aggression.
- Assembles a team to serve in the capacity of serenity keepers for the event.
- Provides the team with plans, time frames, schedules, strategies, and training.
- Solicits bids for communication devices/equipment needed; and makes recommendations to the MSC for all rental agreements and/or purchases.
- Presents monthly reports to the MSC
- Maintains open communication with the Chair of the MSC throughout the event.

Addendum B Conference Planning Timeline

MARLCNA

The following is a combined timeline of the Mid-Atlantic Regional Service Committee (MARSC) and the MSC. The time frames may vary, depending on the location and dates of the conference and the schedule of Regional Service Committee meetings. There are many items that are not listed here because they are ongoing responsibilities and do not necessarily conform to a fixed timeline.

DECEMBER

The MARSC:

- Reviews site bid packages and selects the site for the conference. This vote is done one year prior to the conference. For example, the site of the 2000 MARLCNA shall be selected in December of 1998.

The MSC:

- Identifies possible sites for the conference and presents proposals to the MARSC for consideration.
- Negotiates all hotel contracts.
- Obtains necessary insurance for all conference events and facilities.

FEBRUARY - MARCH - APRIL

The MSC:

- Holds an organizational meeting within the region, where members of the region elect committee (MSC) members.
- A site visit is made to finalize the facility agreement.
- Works in conjunction with the MSC to develop initial budget.
- Secure PO Box close to registration chair and treasurer.
- Change signatures of signers on the bank account and inform bank of new PO Box number.
- Begin to solicit bids for printing and mailing of registration flyers.
- Make recommendation about the types of entertainment and other special events and activities.
- Discuss special needs including dietary, deaf interpreter, etc.
- Make recommendations about tape solicitation requirements and tape submittal deadlines.
- MSC chair provides first written report to March MARSC meeting regarding the work of their committee.

MAY

The MSC Treasurer:

- Delivers check of moneys remaining in the bank account from the previous conference to the regional treasurer.

The MSC:

- Presentation of logo designs and artwork.
- Proposed budget presented to committee for review and input.
- Development of initial draft of registration flyer.
- Begin to solicit bids for registration flyer graphic designs and merchandise logo and design.
- Recommend items for merchandise inventory.
- Recommend items for registration packages.
- Meal selection decided with hotel and price negotiations begin for banquet and breakfast.
- Development of program begins; workshop topics and speakers, special events, and entertainment.
- Discussion on wording of alternative merchandise policy.
- Decide how expenses will be monitored, expense/balance sheets.
- Provide MSC members with meeting date and locations for MSC meetings.
- Begin discussion of specific needs MSC anticipates for Serenity Keeper service.

JUNE

The MSC:

- Develop list of subcommittee chair and vice chair addresses and phone numbers for distribution at the June regional meeting.
- Final conference budget is developed and approved. (Original Budget)
- Prices set for banquet and breakfast.
- Final approval of all entertainment, special events and activities fees for inclusion on the registration flyer.
- Final approval of alternative merchandise policy for inclusion with registration flyers mailed to regions.
- Final approval of tape solicitation requirements and tape submittal deadlines for inclusion on the registration flyer.
- Final approval of registration flyer.
- Final approval of printing and mailing vendors for registration flyers.
- Begin to solicit bids for merchandise and package items.
- Begin to solicit bids for banner.
- Begin to solicit bids for taping company and entertainment.
- Begin to solicit bids for any rental equipment needed (walkie/talkies, cash registrations, etc.). MSC chair attends June MARSC meeting to give second report of the committee's work.
- Approval of logo designs and artwork.

JULY

The MSC:

- Registration flyers completed for distribution to the fellowship.
- Site visit for all interested subcommittees.
- Vendor research is finalized for merchandise.
- Plan developed for choosing workshop and main speakers.
- Provided a written list of needs to be addressed for serenity/security purposes.

AUGUST

The MSC:

- 1st individual mailing completed by August 7th.
- Mail flyer to NA Way magazine.
- Update flyer information on the internet.
- Provide flyers to any committee member attending a convention.
- Finalize entertainment plan.
- Vendor selected for merchandise and quantities finalized.
- Vendor research finalized for taping company, banner, equipment rental, and package items.
- Site visit for program room decisions.
- Serenity Keepers begin to solicit bids for communication devices.
- Begin developing logistical plans and strategies for security/serenity.

SEPTEMBER

The MSC:

- Mailing to all regions in the continental US completed.
- Agreements signed, wherever possible, with professional entertainers.
- Select taping company. Contract reviewed and approved by host committee.
- Merchandise orders placed.
- Draft copy of program presented to host committee for review.
- Draft letter for primary purpose packages developed.
- Vendors selected for banner, equipment rental, and packages items. Orders placed.
- MSC chair attends September MARSC meeting and delivers registration flyers for distribution to each area.
- Recommend vendor for communication devices/equipment.
- Recommendations provided for how serenity keepers will address problematic behavior, potentially hazardous situations, and other anticipated needs/problems.

OCTOBER

The MSC:

- Approve final program.
- Approve press package and identify individuals responsible to interact with media.
- Approves all written communication with professionals and organizations about the event.
- Conducts walk-through of all facilities for host committee.
- Decide on the number of packages to be given away using the following as a guide:
Estimated proceeds from merchandise sales divided by cost of each package = Number of packages to be given away.
- Decide how many packages will be distributed to each area, and how many will be given away at the door. (Remember, program needs packages for speakers and world servants).
- Approve Primary Purpose Package letter.
- Approve strategies, plans, and approaches developed for security/serenity.
- Finalized contract for communication devices/equipment is approved.

NOVEMBER

The MARSC:

- Is responsible for notifying the World Service Office (WSO) about the number of world servants needed for the *Conference Agenda Report* workshop and any other related world service topics.

The MSC:

- All speakers selected, notified, and confirmed.
- Mail area packages to RCMs with primary purpose package letter.
- Serenity Keepers have core team established.

DECEMBER

The MSC:

- Finalize number of volunteers needed for each area of conference operations.
- Develop initial schedule for volunteers.
- Identifies all signage needs.
- MSC chair attends December regional meeting for final report before the event.
- MSC chair is informed by the region of any RCM or Alt. RCM that has requested their registration fee to be waived and lodging provided by the host committee. (as per regional policy.)
- Serenity Keepers begin the process of training their team on roles, plans, and strategies.
- All subcommittees who need additional support from the Serenity Keepers should provide their requests in writing to the chair of the subcommittee.

JANUARY

The MSC:

- Registration packages are prepared.
- Finalize the arrangements for cash handling at the conference.
- Secure safety deposit box with hotel.
- Finalize volunteer schedule.
- Finalize format (agenda, readings, etc.) for workshops and main meetings.
- Finalize room arrangements for main speakers, world servants, etc.
- Additional Serenity Keepers enlisted and trained as necessary.

FEBRUARY

The MSC:

- Ship all materials to site (registration packages, merchandise, etc.)
- Facility notified of last minute needs of any subcommittee.
- Ensure that one copy of all signed contracts is available at the conference site during the event, for reference.
- Final site visits with subcommittees and hotel personnel.
- Final prep meeting(s) with serenity keepers' team scheduled to establish roles, responsibilities, team expectations and logistics, schedules, established procedures, and last minute planning.
- Train all MSC members on the proper use of communication devices.

POST CONFERENCE

The MSC:

- Oversees payment of all bills to tax and legal professionals.
- After all, conference bills are paid, follows current regional policy for the handling of net proceeds.
- Hotel room occupancy, food and beverage usage statistics gathered.
- Conference contracts are reviewed to determine if there are any changes to subsequent contracts.
- Initial conference financial summary created.
- All necessary information to accountant for filling of proper forms. This should be done after April 15th but before April 30th.
- Delivers check of remaining funds to regional treasurer.
- Final bills received.
- Review and adjustment, as necessary, of billing statements.
- Host committee bank activity finalized.

- Prepares a check to the MARSC for the remaining funds except for a maximum of \$400.00 to be left in the account to cover any outstanding bills, etc.
- MSC chairperson attends region to give a final written report of the conference, offer recommendations on behalf of the host committee and answer questions, if necessary.
- MSC chairperson holds two final meetings, one on Sunday of the conference for the purpose of wrapping up the financial aspects of the event and handing all subcommittee supplies over to the MSC (or the incoming officer) and one approximately 2 weeks after the close of the event for the purpose of gathering recommendations and suggestions from subcommittees and officers to be passed on to next year's committee.
- If any chair or vice chair misses 2 meetings, they will be questioned about their commitment and possible dismissal.

